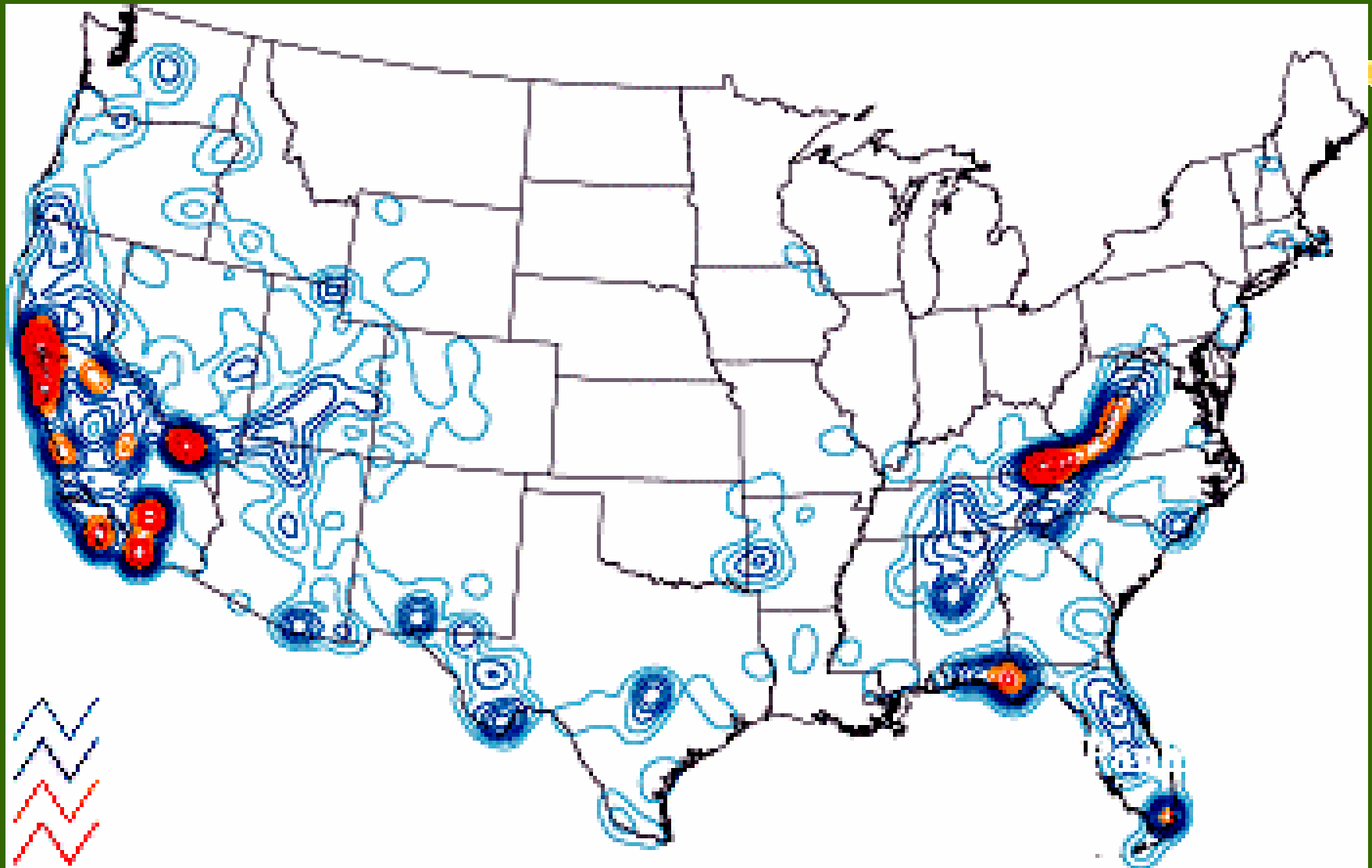


Point Reyes National Seashore



Point Reyes National Seashore

Three Methods for Obtaining Visitor and Economic Data

- **Contractor**
 - Phone Interviews
- **University based Partnership**
 - Visitor Based
- **Money Generation Model**
 - Michigan State University



Money Generation Model

- **Fast--Good Data**
- **Lacks Detail--no fine-tuning options**
- **University based or you can do yourself**

Money Generation Model

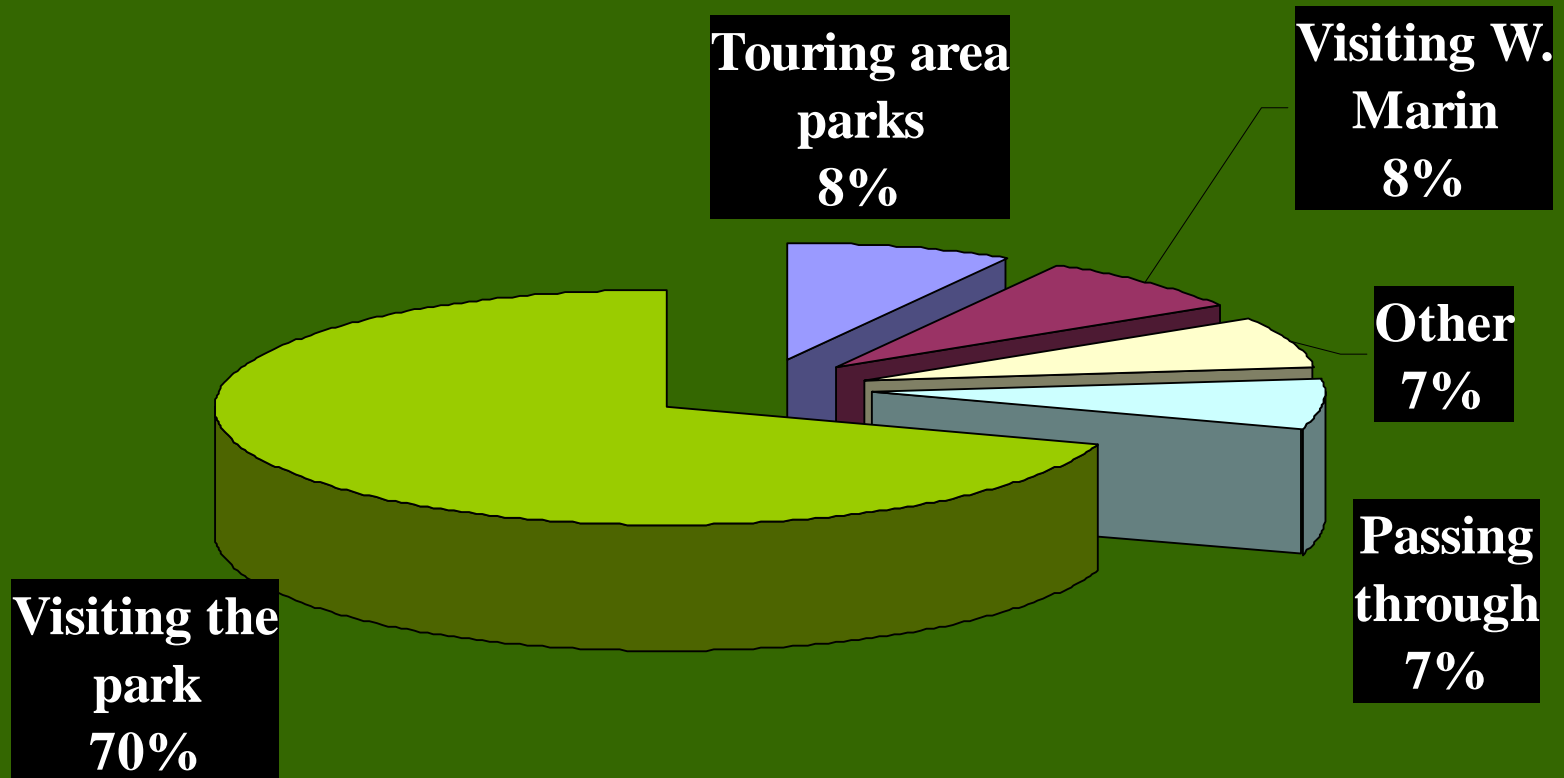
- **In 2000, 2.35 million PRNS visitors generated:**
 - **\$113 million in sales**
 - **\$42 million in wages and salaries**
 - **1,800 jobs**
 - **\$94 per group night**

University Based Program

- **Sonoma State University--Local**
- **Mathematics Division**
 - **Students during semesters**
 - **Low Cost**
 - **Long-term Endeavor**
- **Good Data--You have to give back**

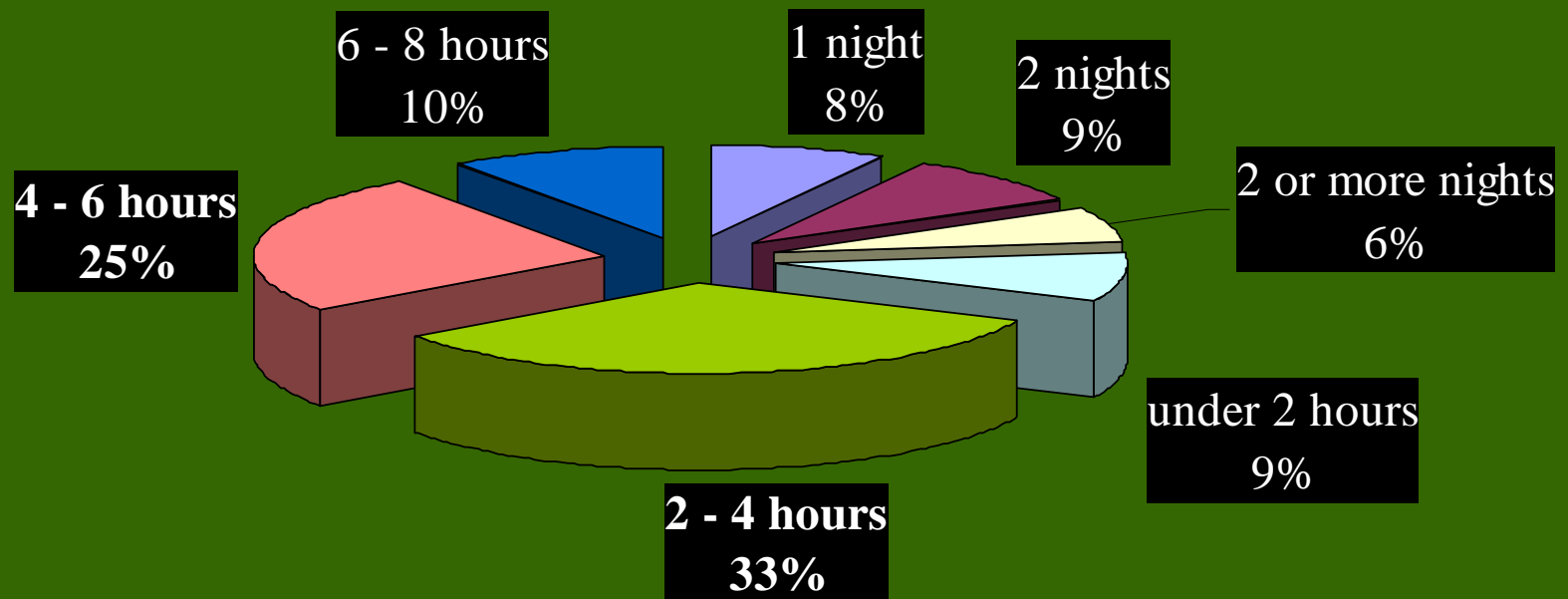
University Based Program

**What is the main reason you came to
Point Reyes National Seashore?**



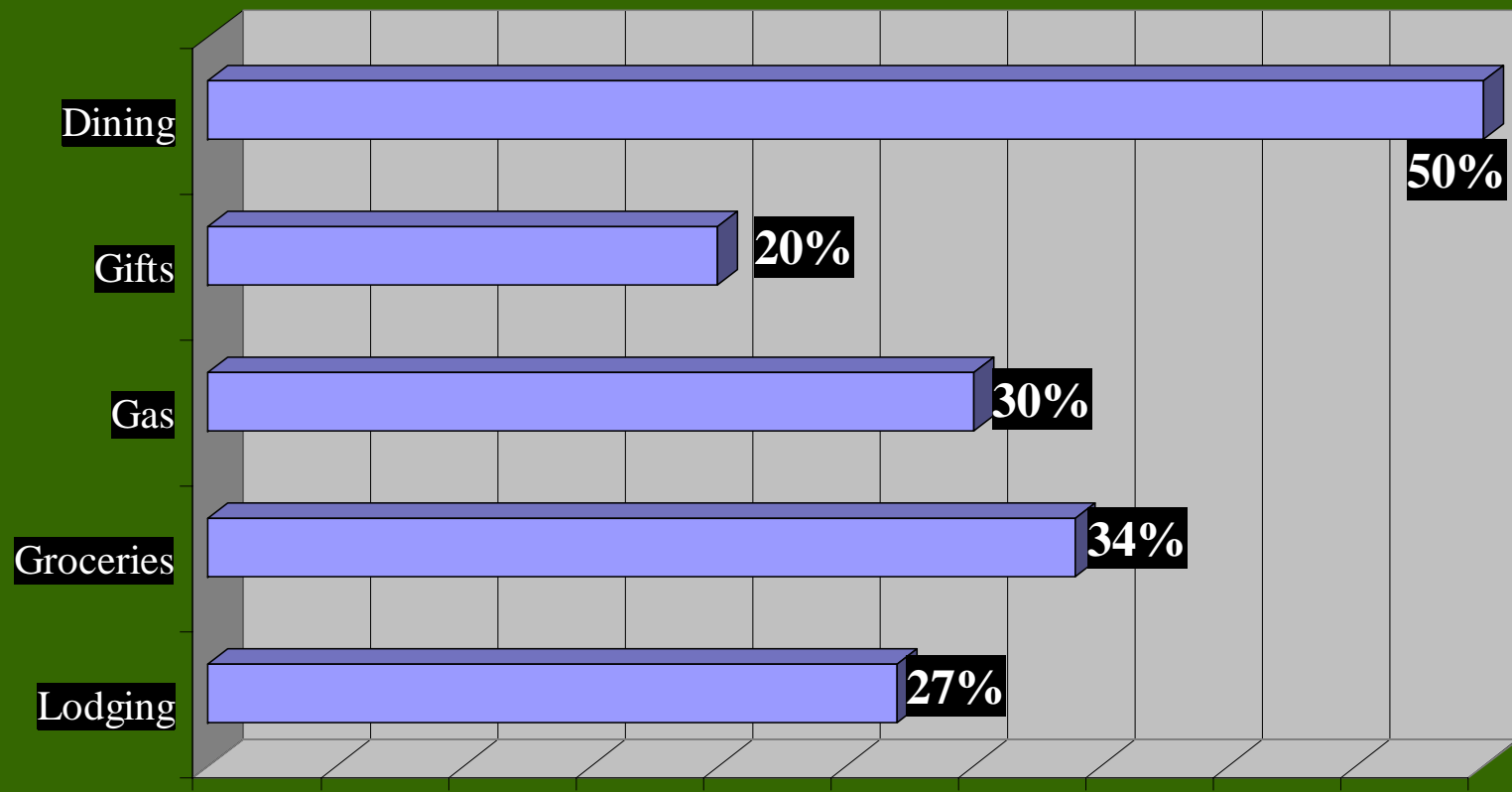
University Based Program

**How much time will you spend visiting
Point Reyes National Seashore during this visit?**



University Based Program

During your visit, did you/your group spend money on any of the following within a 60 mile radius of the park?



Contractor Survey



- **Substantial Cost**
- **Phone Interviews**
 - **Resource Program Firm**
 - **Good Ideas**
 - **Specific Items--Economic Data**
- **Less time spent by park staff**

Contractor Survey

- **A majority (68%) of respondents had been to PRNS. 31% had not been to PRNS.**
- **When asked who should make the final decision about management at PRNS, the National Park Service had the highest percentage at 56%, 14% local communities, 1% Congress.**

Phone Survey



- **A majority (68%) of respondents had been to PRNS. 31% had not been to PRNS.**
- **When asked who should make the final decision about management at PRNS, the National Park Service had the highest percentage at 56%, 14% local communities, 1% Congress.**

Phone Survey

- **75% of respondents said that generating income for the local economy is a very or somewhat important reason to have a National Park, but only 32% said very important, while 43% said somewhat important.**
- **When asked if respondents approved or disapproved of the way PRNS has been managed, a majority (54%) strongly or moderately approved. 41% didn't really know, 3% neutral, 2% disapproved.**

Phone Survey

- **Most respondents strongly supported an entrance fee of \$5.00 per car at PRNS. 74% supported an entrance fee of \$5.00 per car (48% said strongly support and 26% said moderately support).**
- **Respondents were read a list of amenities and asked which they would like to see more of at PRNS: One-half (50%) indicated that they would like to see more educational facilities, and a substantial 42% would like to see more restrooms.**

Potential Uses

- **Public Relations**
- **Business Plan**
- **Share broad value of
your program**



The Results

Marin Independent Journal • Friday, November 7, 2003

Robert Sterling, city editor 382-7294

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- > Regulators to close most of coast to bottom fishing / D6
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Tourists spent \$83 million at Pt. Reyes

More than 2 million visitors helped support its local economy in 2001, parks report says

By Carla Bova
IJ reporter

More than 2 million visitors to Point Reyes National Seashore contributed \$83.6 million to the local economy and supported more than 2,000 jobs in 2001, according to a report released yesterday.

The "National Treasures

as Economic Engines" report released by the National Parks Conservation Association found that visitors to Point Reyes and 22 other national parks in California generated more than \$1 billion annually to state and local economies.

The association is a non-profit advocacy organization founded in 1919 that

works to protect the national park system.

"We are touting these numbers because, without question, these places are the soul of America and heart of the economy," said Courtney Cuff, the association's Pacific regional director. "If they are to stay that way, we must invest in protecting them and take

appropriate care to ensure the health of the parks' ecosystem."

She said the figures on which the report is based were derived from a conservative economic model developed at Michigan State University for the National Park Service. Cuff said results were tabulated using 2001 data, the most recent

available, including the number of visitors to parks and average visitor spending.

"It is money spent in the businesses and towns around Point Reyes," Cuff said. "Visitor spending does not include park admissions. It includes spending in restaurants, hotels and other retail shops around

the parks."

Frank Borodic, president of the West Marin Chamber of Commerce and owner of Roundstone Farm Bed and Breakfast in Olema, boasted the findings in a release that accompanied the report.

"The \$83 million spent in

See Parks, page D2

"... these places are the soul of America and heart of the economy. If they are to stay that way, we must invest in protecting them ..."

— Courtney Cuff, National Parks Conservation Association